

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Celebration (US), Inc.		09/30/2008	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	MCPHERSON'S (US), INC.		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002-3728		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2841562	CALLESTA	
Registration Number:	1921925	CELEBRATION	
Registration Number:	2507158	DAWN	
Registration Number:	1243318	DAWN	
Registration Number:	2870625	DESTINATION ROMANCE	
Registration Number:	2874590	WEDDING COUNTRY	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(612) 632-3000		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Gray, Plant, Mooty, Mooty & Bennett, P.A		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
NAME OF SUBMITTER:	Cynthia Hefferan		

CH \$165.00 2841562

Signature:	/Cynthia Hefferan/
Date:	10/09/2008
Total Attachments: 2 source=Celebration (US), Inc. Assignment#page1.tif source=Celebration (US), Inc. Assignment#page2.tif	

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **CELEBRATION (US), INC.** ("Assignor"), a Minnesota corporation, with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728, has adopted, used, and is using the marks which are registered in the United States Patent and Trademark Office, as identified below:

Registration No.	Mark	Registration Date
2,841,562	CALLESTA	May 11, 2004
1,921,925	CELEBRATION	September 26, 1995
2,507,158	DAWN	November 13, 2001
1,243,318	DAWN	June 21, 1983
2,870,625	DESTINATION ROMANCE	August 03, 2004
2,874,590	WEDDING COUNTRY	August 17, 2004

and

WHEREAS **MCPHERSON'S (US), INC.** ("Assignee"), a Minnesota corporation with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **CELEBRATION (US), INC.** does hereby assign to **MCPHERSON'S (US), INC.**, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the registrations thereof identified above.

Assignor:
CELEBRATION (US), INC.

By [Signature]
Name: Sheila B. Hagen
Title: Vice President & Deputy General Counsel

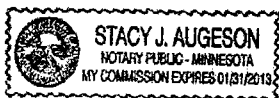
Date: September 30, 2008

STATE OF MINNESOTA)
) ss.
COUNTY OF NICOLLET)

The foregoing was acknowledged before me this 30th day of September 2008, by Sheila B. Hagen, the VP and General Counsel of Celebration (US), Inc., a corporation under the laws of Minnesota, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)

[Signature]
Signature of person taking Acknowledgment



Assignee:
MCPHERSON'S (US), INC.

By [Signature]
Name: Gregory W. Jackson
Title: Secretary

Date: September 30, 2008

STATE OF MINNESOTA)
) ss.
COUNTY OF NICOLLET)

The foregoing was acknowledged before me this 30th day of September 2008, by Gregory W. Jackson, the Secretary of McPherson's (US), Inc., a corporation under the laws of Minnesota, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)

[Signature]
Signature of person taking Acknowledgment

